



The Value of Women's Capital in Management: The Perspective of Poland

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ABSTRACT

Currently, the topic of gender equality seems to appear everywhere. Despite the unquestionable importance of this statement, it is crucial to indicate the real advantages behind this movement not only from an ethical perspective but also from evidence of bringing profits to firms and society as a whole. This paper aims to demonstrate the value of women's capital as a valuable asset in management and show the changing attitudes towards gender equality in Poland over time. With the aim of exhausting this topic, the researcher used three research methods that show global phenomena from different perspectives. The author used a case study of one of the largest magazines in Poland - Forbes Women and individual-in-depth interview with an expert in this company and the field itself. Additionally, an analysis of the indicator Gender Equality Index (GEI) was conducted in the years 2013-2023. This combination of methods provides a sufficient and representative view of women's capital in management in Poland and highlights the multiplicity of aspects influencing this phenomenon at present. The results showed significant advantages in maintaining gender equality among managerial positions. In addition, this paper indicates the change in social attitudes towards gender roles in Poland. Prioritizing gender equality is not only a moral imperative but also a strategic necessity for enterprises to unlock potential, drive innovation, and achieve sustainable success.

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